

**Minutes of the
Newport Beach Restaurant Association
Business Improvement District Strategic Planning Meeting**

June 13, 2013

Back Bay Bistro, Newport Dunes Waterfront Resort

1. Call to Order

Mr. Walker called the meeting to order at 9:08 a.m. at the Back Bay Bistro.

Directors Present:

Jim Walker
Thomas Giulioni
Ali Zadeh
Sheri Drewry
Ron Schwartz
John Robinson
Sam Tila
Eldy Galietta

The Bungalow
Newport Dunes, Back Bay Bistro
The Port
Wilma's Patio
Muldoon's
Amelia's
Royal Thai Cuisine
Barolo by the Sea

City Representatives:

Mary Locey

Public Information Specialist

Public:

Peggy Fort
Matt Lenton
Jim Mosher
Representative

CMC, Inc.
Whittaker & Company
Newport Beach Resident
OC Register

2. Roll Call

Mr. Walker invited everyone in attendance to make self introductions.

3. Public Comments

None

4. Current Business

A) President's Report

The NBRA budget was presented for the next fiscal year and for submittal to the City Council. It was prepared by Jim Walker, Ali Zadeh and Peggy Fort and serves as a framework for the new fiscal year.

Mr. Giulioni commented on the need to drill down further into the budget and prepare something with more detail that includes NBRA website, mobile apps, OC Register program and to not keep things the same year after year.

Mr. Walker noted that the allocated funding can be changed and it will be an ongoing process to fine tune the BIDs priorities and budget. Ms. Fort noted that the submitted budget was approved by President Walker and Board Member Zadeh as general allocations for items regularly approved by the Board.

Mr. Walker informed the group that the budget scope and allocations will be presented to the City and that the NBRA is under budget for the current year.

A motion was made by Mr. Schwartz to approve the budget as submitted. The motion was seconded by Sam Tila and was unanimously approved.

B) Current Marketing Plan

Ms. Fort provided an update on the marketing efforts being undertaken by her firm CMC, Inc. including the current efforts for the NBRA strategic planning, the year round efforts to promote dining in Newport Beach, and CMC's efforts for branding, creating the new dining guide, development of additional media outlets, growing the NBRA online presence, and special event coordination. Ms. Fort noted that the phone reservation system is still a viable resource.

Ms. Fort demonstrated how the NBRA website can be navigated and how it works behind the scenes to connect with online reservations. She walked the group through the back end where restaurant owners can maintain their unique restaurant data, upload photos, and highlight special promotions.

CMC has also been working on the NBRA social media presence on Facebook, Twitter, YouTube, Pintrest, and Instagram. Using tags, the NBRA dining website is consistently the top returned search item. The NBRA has a limited budget for social media efforts and Ms. Fort is ready to take it to phase two to create a more robust online presence.

Ms. Fort stated that she has a detailed breakdown of all CMC's accounting and for the last 14 years has never raised her fees and that the Newport Beach Restaurant Week efforts are under a separate budget.

Mr. Giulioni thinks the NBRA Board should review and focus attention on the marketing efforts. Mr. Walker wants to finish the strategic planning before reviewing any CMC, Inc. vs. other vendor costs.

C) NBRA BID Strategic Plan

Mr. Walker called Mr. Don Anderson (who was out of town) to discuss the strategic plan with attendees. Mr. Anderson referenced the plan's executive summary and the defined four challenges facing the NBRA:

1. Effective communication,
2. Raise awareness of restaurants for diners,
3. Participative marketing, and
4. Organization strategy, effective governance and productive partnerships.

The mission statement on page two of the report is to lead the brand marketing of the city's restaurants and foodservice experience for the benefit of its investors, partners and community residents and visitors.

After several questions and comments, Mr. Schwartz noted that another meeting should be held to clarify some of the strategic plan issues. Mr. Walker noted that this strategic plan is road map and a starting point for future discussion and action.

It was decided that a future meeting will be scheduled to review the strategic plan in detail with Mr. Anderson present.

No action was taken by the Board.

D) NBRA BID Annual Report

The Board members reviewed the draft NBRA annual report.

Mr. Schwartz motioned to approve the annual report and submit it to the City Council. Mr. Giulioni seconded the motion and the item was unanimously approved.

6. NBRA BID Announcements

No announcements.

7. Adjournment

The meeting adjourned at 10:30 a.m.